



RG creative to build brand and impact

May 2024
PFRA NZ Symposium

Do good. Better.

Where to start?

01

Rationale



CASH

Urgent



REGULAR GIVING

Ongoing
Reliable
Ready for anything



MID DONOR/BEQUEST

Big picture
Future-focussed

RG messaging



CONSISTENCY

Across DM, digital, phone
etc...



LINKED

Link rationale to impact



TIMING

Know how and when – and how
often – to say 'thank you'

6 key things

02

6 key things



Recruit

Reward

Thank

Upgrade

Retain

Win back

Recruit

WHERE TO FIND

- Surveys
- Face-to-face
- Telemarketing
- Direct mail
- Online
- or a combination

HOW WILL IT WORK?

- Cold to RG (direct or 2-step)
- New cash
- Active cash

REMEMBER TO:

- Test
- Tweak
- Refine





Thank

- Reinforce the decision
- Reduce second gift remorse
- 'Part of the team'
- Monthly or annual receipts



Retain

- Strong donor journey
- Send regular updates
- Include in appeals
- Acknowledge type of support



REWARD

What can you expect as an RG?
Surprise and delight



UPGRADE

Automatic or opt-in
Careful wording
Expect some complaints



WIN BACK

What should you do about
cancellations?
Plan and have a script

The name

CONCEPT

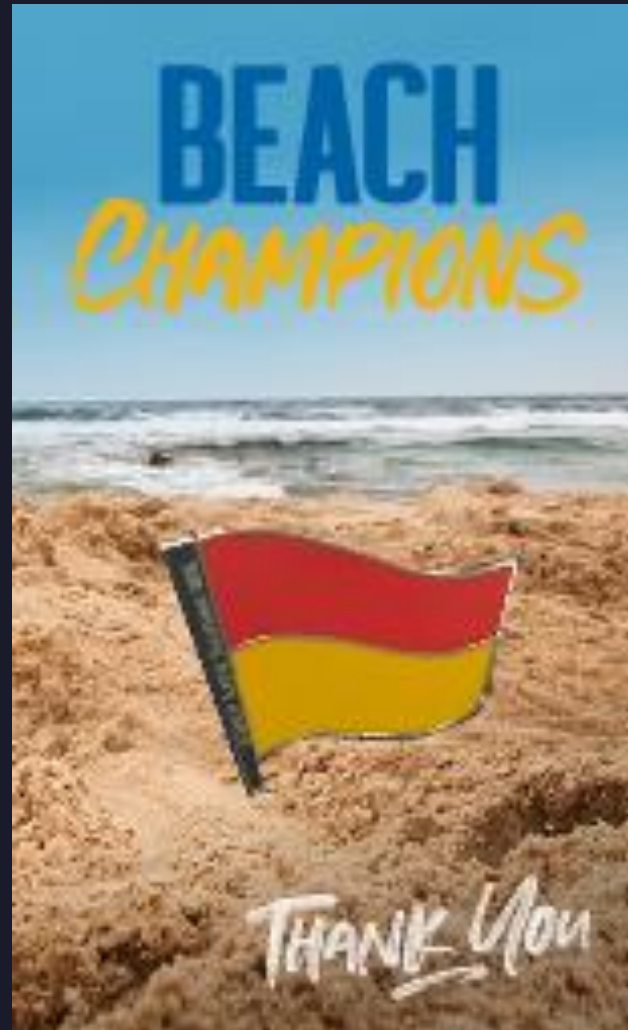
LUMINARIES

luminary noun
lu-mi-nary | \ 'lū-mə-ner-ē \
plural **luminaries**

Definition of luminary

- 1 : a person of prominence or brilliant achievement
// a luminary in the medical profession
- 2 : a body that gives light

ACRF
Luminaries
Connected for a cancer-free future



© Design by Tone Studio

Become a Champion of Change

Joining the Asylum Seekers Resource Centre as a Champion of Change is one of the best ways to take action and create positive change in our community. Your monthly donation will provide food, housing, healthcare, legal aid, education and training to thousands of refugees and people seeking asylum each year.

[DONATE NOW](#)

Donate now to help people seeking asylum

Monthly

<p>\$15 can help provide food for a week for an asylum seeker family</p> <input checked="" type="checkbox"/>	<p>\$38 can help provide critical legal aid and advice for a refugee</p> <input checked="" type="checkbox"/>	<p>\$84 can give medicine and provide essential healthcare</p> <input checked="" type="checkbox"/>
---	---	---

Your selected Monthly donation
Or enter amount:
\$.00

Check



Other internal programs



Competitors



No-go areas

The vibe

- How do you want your RG product to feel?
- How do you want your donor to feel when they join your RG community?
- How would you describe the culture of this community?
- As part of this process you should:
 - conduct competitor analysis
 - evaluate programs or sub-brands you find inspiring
 - explore your own website and social media accounts for inspiration



REMEMBER TO:

Apply donor insights based on your knowledge and any profiles, survey results, or research you have to hand.

Development

- What assets are available in terms of photography and case studies?
- What branding restrictions do you need to be aware of / how much freedom is there in the new sub-brand?



The journey

- Outline a communications journey to maximise retention, with headlines and outlines for key touch points.



Retention

- Retention is all about how the donor feels.
- Strategically, it's important to time communications to counter any feelings of buyer's remorse and to boost connection at times of natural attrition such as the annual tax receipt.
- (Classic cycle of ask, thank, report back – with some surprise and delight moments).
- Creatively, you need to tap into the core of why people have chosen to become loyal donors.



Examples

03



[Home](#) > [GET INVOLVED](#) > [DONATE TO CANCER RESEARCH](#) > [MAKE A MONTHLY DONATION TO CANCER RESEARCH](#)

MAKE A MONTHLY DONATION TO CANCER RESEARCH

Become an ACRF Luminary today with a monthly gift and provide tangible hope to those impacted by cancer.

At ACRF we believe a world without cancer is possible. Join this incredible community and be connected for a cancer-free future.

MacBook Pro

ACRF

Had an existing RG program

STEP ONE

Name, look & feel

STEP TWO

Roll out to existing RGs

STEP THREE

Work on conversion collateral
to acquire new donors

ACRF

Clear on target
audience

RG rationale/
proposition

Tone of voice

Case study story

KEY THING

Make people feel part of a community – something bigger than themselves



We used a powerful, emotive, and uplifting proposition – “*We believe a world without cancer is possible*” – underpinned with strong evidence of ACRF’s impact and the lasting difference donors could make by becoming a Luminary.

The creative is built upon the unwavering hope and vision that underpins ACRF’s work and unites its donors: that one day, we will be able to eliminate cancer as a life-threatening disease.

"I've seen first-hand the difference research can make."

He'd been told it was heartburn, but which turned out to be a tumour in his oesophagus.

I wish they'd found it earlier. He had chemo, but it could only give us a little more time. We had less than six months from diagnosis to losing him. I still miss him every single day.

I could not believe it was happening again
When I got the call to say Dad had been diagnosed with bowel cancer, I thought it was a cruel joke. Thankfully, they found it early, and because of the advances in cancer treatment over the last decades, they were able to treat him successfully.

our family, our community. I could never imagine life without him."

It's amazing cancer treatment

"Cancer tore through my family. Not once, but three times."

Mum was diagnosed first. We'd never had any history of cancer in our family, so it came as a massive shock for all of us. We had no idea what lay ahead.

Mum's diagnosis came out of the blue
They found Mum's tumour in a routine mammogram. I'll never forget the shock.

Before surgery, Mum was offered a new, experimental procedure to detect which lymph nodes were draining the tumour. It meant they could leave the unaffected nodes in place. That's made a huge difference to her quality of life ever since. It opened my eyes to what a massive impact research can have.

It was already too late to save my Nanna
He'd been told was heartburn, but which turned out to be a tumour in his oesophagus.

I wish they'd found it earlier. He had chemo, but it could only give us a little more time. We had less than six months from diagnosis to losing him. I still miss him every single day.

I could not believe it was happening again
When I got the call to say Dad had been diagnosed with bowel cancer, I thought it was a cruel joke. Thankfully, they found it early, and because of the advances in cancer treatment over the last decades, they were able to treat him successfully.

Mum and Dad are now both clear of cancer, which is amazing. The best gifts I've ever received were the cancer treatments that saved my parents.

our family, our community. I could never imagine life without him."

Luminaries ACRF AUSTRALIAN CANCER RESEARCH FOUNDATION

"A world without cancer. Do you believe?"

<Letter Situation>
One day, there will be no more cancer diagnoses. No more families torn apart by this devastating disease. I wish the world would live like this. I'm writing to you because I hope you feel the same. I know it's possible. We're getting closer every day. Every exciting discovery, every game-changing research breakthrough, shows us that a world without cancer CAN be a reality.

But it's going to take all of us to Outsmart Cancer.
You don't have to be a scientist to play a part. There's something just as important you can do - because it's the support of people like you that allows us to fund some of Australia's most promising cancer research. It's the support of people like you that allows us to fund some of Australia's most promising cancer research.

And none of it would happen without the support of generous, compassionate people who are determined to create a world free of cancer.

Australian Cancer Research Foundation (ACRF) invests in the boldest, most innovative cancer research ideas. We provide funding for world-class equipment and infrastructure, supporting carefully selected but under-researched research projects that have the potential to change the way we prevent, detect, and treat all kinds of cancer. Profits from our other fundraising activities go to the ground.

People like our ACRF Luminaries - a special, committed group of donors who support our research and help us plan for the future. As a Luminary, you'll be joining a community of amazing people who are determined to create a world free of cancer. We'll send you a special gift to thank you for your support. We'll also make sure you're always up to date on the latest research and how you can help.

Please, will you join our ACRF Luminaries - a special, committed group of donors who support our research and help us plan for the future. As a Luminary, you'll be joining a community of amazing people who are determined to create a world free of cancer. We'll send you a special gift to thank you for your support. We'll also make sure you're always up to date on the latest research and how you can help.

It's a program where our mum would love to receive communications from you.

Yes, I want to become an ACRF Luminary and donate regularly with a monthly gift of:

Donation amount: I support ACRF to fund my regular gift on the 15th of each month from one of the following options:

OPTION 1 - Credit Card: Please fill in your credit card information

Credit Card Type: Visa Mastercard Amex

Card Number:

Cardholder's Name:

Cardholder's Signature:

Expiry Date:

OPTION 2 - Direct Debit: Please fill in your bank account information

Branch Number (BSB):

Account Number:

Account Holder's Name:

Account Holder's Signature:

Branch:

I would like to receive my receipt by email:

Phone number for mail orders:

Why to make your donation
Please note that ACRF is a not-for-profit organisation and we do not have a profit motive. All funds raised go to support our research and infrastructure. We are not a charity and we do not have a religious or political purpose. We are a not-for-profit organisation and we do not have a profit motive. All funds raised go to support our research and infrastructure. We are not a charity and we do not have a religious or political purpose.

Your privacy is important to us
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Do we have your correct details?
Please check that we have your correct details. If you have any changes, please contact us on 1300 654 654 or email info@acrffoundation.org.au. We will update your details as soon as possible.

Thank you.

ACRF ABOUT ACRF CANCER RESEARCH GIVE GET INVOLVED OUR COMMUNITY GIFTS IN WELL DONATE

A world without cancer. Do you believe?

Join the ACRF Luminaries today

YOUR SUPPORT ALLOWS US TO BACK THE BRIGHTEST MINDS IN CANCER RESEARCH

From large machines to small vaccines, ACRF funds the technology, equipment and infrastructure that power lifesaving cancer research.

Australian Cancer Research Foundation Sponsored

"Cancer tore through my family." [Learn More](#)

"Not once, but three times." [Learn More](#)

"I've seen first-hand the difference research can make." [Learn More](#)

580 23 comments 72 shares

Like Comment Share

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Surprise and delight

ACRF
Luminaries
Connected for a cancer-free future

We believe

We believe a world without cancer is possible and we won't stop until it's a reality.

By investing in the brightest minds, with the boldest ideas, we'll find ways to outsmart this disease.

It's not a small task, but we will not stop. We'll continue to support Australia's most brilliant researchers as they work tirelessly towards a world without cancer.

We know that, together, we can Outsmart Cancer.

**We are
ACRF Luminaries.**

AUSTRALIAN
CANCER
RESEARCH
FOUNDATION 

Surf Life Saving WA

**Had a program, but it
needed a refresh**

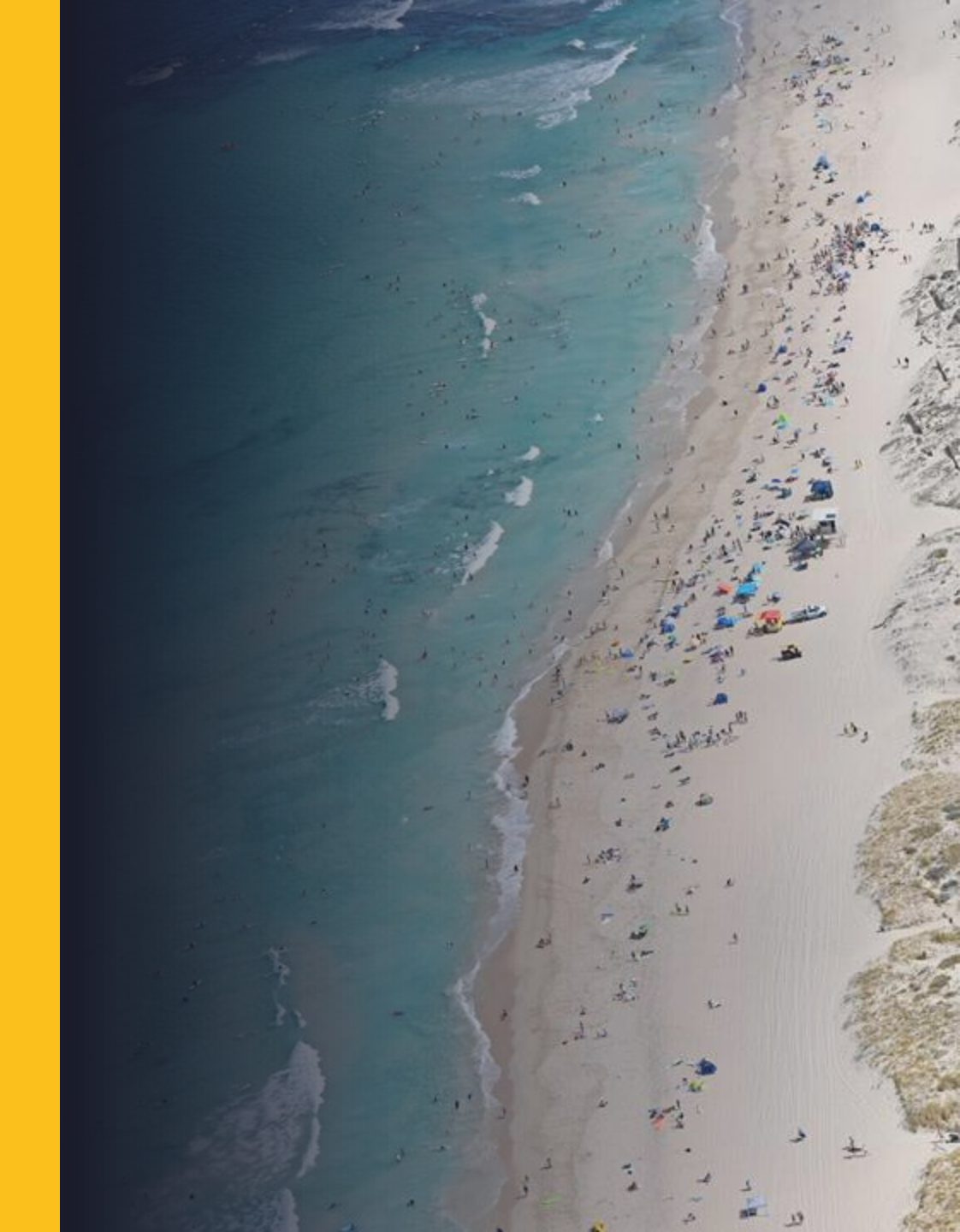
**MyBeach name
confused with URL**

Not very inclusive



Donor profile

- 550 regular givers
- Mostly younger (30-40 years old)
- Also – older donors, with great memories of the beach from their youth & oldies still going to the beach in their 80s/90s
- Wanted to keep that sense of continuity, history, community, sacrifice – often many generations involved.
- **vs ACRF – innovative, striving, cutting-edge**



Name brainstorm

- Custodians of the Coast
- My Beach Guardians
- My Beach Benefactors
- My Beach Heroes
- Coast Crusaders
- Beachsafe Champions
- Beach Safety Champions
- Eyes on the Beach
- Surf Safety Society
- Surf Safety Stewards
- Surf Safety Sustainers
- Red and Yellow Collective
- Stewards of the Flags
- The Flags Foundation
- Surf Patrol Partners
- Lifesaver Stewards
- Sustainers of the Sea
- Heroes of the Beach
- Heroes of the Sea
- Heroes of the Coast
- Crusaders of the Coast
- Crusaders on the Coast
- Coast Crusaders
- Beach Safe Crusaders
- My Beach Crusaders



Tone of voice

How do we want the RG brand to feel?

- Sense of importance
- Life-saving impact (stepping up from the passive photo of
- life saver just standing on a beach)
- Inspired
- Sense of community
- Engaged – going above and beyond to protect way of life
- You are part of the solution
- Protecting our Aussie way of life (i.e. going to beach and feeling safe)

How do we want the RG donor to feel?

- Proud
- Welcomed into a community within community
- Reaffirm to self and to family members: I have made a great decision

BEACH CHAMPIONS

KEEPING WEST AUSSIES SAFE

For SLSWA's Beach Champions program, the creative is designed to capture the deep sense of pride and belonging donors get from being part of the SLS community. Beaches are the centre of the lifestyle for many coastal West Aussies and SLS clubs sit at the heart of multi-generational friendships, in a 100-year tradition of 'ordinary' people conducting extraordinary acts of bravery.

Every aspect of the campaign's creative is designed to draw donors deeper into the community and emphasise their crucial role in SLSWA's lifesaving work.

PROUDLY PROTECTING WEST AUSSIES SINCE 1907

This concept builds a sense of **pride** in being part of a special community of amazing people going above and beyond to protect the West Aussie way of life and keep people safe on our beaches.

Surf lifesavers are often seen as heroes and champions. They are – **and so are you.**
It's your incredible generosity that makes their work possible.

It means so much to volunteers that you've got their backs,
so they can have the backs of everyone using our glorious beaches.



TONE heart

Surf Life Saving WA
HRT-1951 Regular Giving Brand

Revision CD1A | Page 4
All content © Tone Studio & Heart for Causes 2020

Concept 1 Overview

© Design by Tone Studio

Donor journey

TIMING	Within 24 hours of sign up	Within 24 hours of sign up	Following first donation	2 weeks after survey letter	3 months	6 months	9 months	12 months	Surprise and delight - if possible	Surprise and delight - if possible	Surprise and delight - if possible
WHAT	Thank you phone call for TM sign ups	Welcome pack via mail to sign ups from all channels - this may be the only DM element for non-DM sign ups	Thank you letter and survey for anyone who hasn't already completed a survey as a cash donor	Survey email to all sign ups where email address provided, if they haven't already responded to paper version.	Update email - since you came on board, you've helped make sure trained lifesavers were there to perform xx rescues etc.	Update email - forward looking - how your donations are helping to make West Aussies even safer	Email thanks from someone who has been rescued, thanking donor for the difference they are making	Anniversary card/postcard to say thank you - personally signed by CEO?	SMS - thanks to gifts like yours, volunteers just saved a life in your region	Email with link to beautiful drone footage taken in their local area	Postcard / mini-impact report when lives saved in their region
AUDIENCE REQUIREMENT	Reassure people that they've signed up to a legitimate program	Formal welcome to the program, validation of decision to support and reinforcement of WHY, evidence of impact.	Reinforcement of decision and pride to community membership, reminder of impact. Engagement - chance to share their story and interact with SLSWA	Engagement - chance to share their story and interact with SLSWA	Evidence of impact of their donations - why they need to keep doing this	Reminder of why they are making these gifts, feel appreciated.	Reminder of impact - feeling of personal connection to someone whose life has been saved, validation of their decision to be a donor	Reinforce feeling of inclusion and community membership, feel good about being part of the tradition			



Donor journey

TIMING	Within 24 hours of sign up	Within 24 hours of sign up	Following first donation	2 weeks after survey letter	3 months	6 months	9 months	12 months	Surprise and delight - if possible	Surprise and delight - if possible	Surprise and delight - if possible
PURPOSE FOR SLSWA	Reassure new sign ups, show appreciation for their decision	Cement relationship with donors, show appreciation, communicate for the first time with donors who have not provided email or mobile details.	Discourage cancellation after first gift. Reinforce importance of their decision. Understand donor's motivations, build bond, collect potential content	Increase survey response rate, Understand donor's motivations, build bond, collect potential content	Continue to build bond with donor, show appreciation	Continue to build bond with donor, show appreciation	Continue to build bond with donor, show appreciation, remind donor of how crucial they are	Continue to build bond with donor, encourage ongoing commitment		Casual engagement - reinforce bond with donor	

Donor journey

TIMING	Within 24 hours of sign up	Within 24 hours of sign up	Following first donation	2 weeks after survey letter	3 months	6 months	9 months	12 months	Surprise and delight - if possible	Surprise and delight - if possible	Surprise and delight - if possible
KEY MESSAGE / CONTENT	Thank you for helping to save lives on WA's beaches with a monthly gift to Surf Life Saving WA. Answer any questions.	Thank and welcome, strong case study to show impact of their gifts. Introduce and provide contact details of donor care team they can speak with any questions..	Thank you so much, we really appreciate your gifts. Stats about how many rescues etc performed in the last last year Survey for anyone who hasn't received it as a cash donor: - you're a crucial part of our wonderful community and we really want to know more about you and what matters to you.	You're one of us now and we'd love to know more about you and what prompted you to make the wonderful decision to become a regular supporter. We want to hear what you have to say, so please do complete the survey we sent you recently, or this online version.	If possible, include local information - beaches in xx area are so much safer because of people like you. Xx lifesavers, xx rescues, xx first aid.	Explain Drone Patrols, Surf Alert and any other innovations that are helping to make WA beaches safer and save more WA lives - show how regular donations enable investment in life-saving innovations as well as keeping trained and equipped volunteers on WA beaches - and how grateful you are. Look to the future - thanks to you we can keep investing.	Case study of someone who has been rescued (like Steve Plain's story in 2018 DM). Different voice - direct thanks from someone who has benefited, not from within the organisation. Could include more thank you quotes if available.	We've had an amazing year together, here's to many more. So glad you're on board, look how many WA lives you've helped to save this year.		Thanks to you, our Drone Patrols are out there saving lives on unpatrolled beaches - they're also capturing amazing footage of our wonderful WA coastline, which we thought you might enjoy.	

BEACH CHAMPIONS
KEEPING WEST AUSSIÉS SAFE

Barcode
 <Name>
 <Mailing Name>
 <Company>
 <Address1>
 <Address2>
 <Address3>
 <Suburb> <State> <Postcode>

"Because of two dedicated and highly trained volunteers, I'm not only alive, I can walk. And thanks to people like you, those incredible volunteers had what they needed to save my life."
 - STEVE

WELCOME, BEACH CHAMPION!

Dear <Informal>,
 Thank you so much for joining our wonderful inner circle of committed regular supporters. I am absolutely thrilled to welcome you to our special community of Beach Champions.
 <You've been so generous with your gifts in the past – and now your/You> wonderful decision to make a <Frequency> gift of \$<Amount> will help to protect our wonderful West Aussie way of life and keep people safe on our glorious beaches all year round.
 Amazing people like you have been helping to save West Aussie lives since SLSWA started more than 100 years ago. You're now a vital part of this very proud tradition – and I really couldn't be more grateful.
 Thanks to your generosity, brave surf lifesaving volunteers will be able to get the ongoing, world-class training and equipment they need to keep saving lives, no matter what emergencies they face on our beaches.
 That couldn't be more important, as passionate Surf Life Saving WA Ambassador Steve Plain will tell you. Steve is one of the many West Aussies who are still alive today, thanks to special people like you.
 Steve was out for a refreshing morning swim on Cottesloe Beach when out of the blue, disaster struck.
 "One minute I was swimming, the next I was waking up face down in the water. I'd been dumped by a wave – and a small one, at that – but I couldn't move, and I couldn't breathe," Steve remembers.
 "That could have been the end for me if it weren't for two dedicated and highly trained volunteer lifesavers, high school student Lara and her father Gary."
 Please turn over...

SLSWA SURF LIFE SAVING WESTERN AUSTRALIA
 Phone 08 9307 6677
 Email surf@sls.com.au
 Web www.sls.com.au
 Head office
 7 Chelmsley Street, Murdoch WA 6150
 P.O. Box 700, Murdoch WA 6150

APR 20 10 10:00 AM

WESTERN AUSTRALIA **BEACH CHAMPIONS**
 If undeliverable, please return to:
 PO Box 700, Murdoch WA 6150
 08 9307 6677

POSTAGE PAID AUSTRALIA

Placeholder box

Welcome

Thank You FOR BEING AMAZING




BEACH CHAMPIONS



THANK YOU

© Design by Tone Studio

Will you take a few minutes to share your thoughts?





BEACH CHAMPIONS

KEEPING WEST AUSSIES SAFE

Welcome to Beach Champions!

You are now part of a very special community of amazing people, going above and beyond to protect our West Aussie way of life and keep people safe on our glorious beaches - thank you!

Surf lifesavers are often seen as heroes and champions. They are – **and so are you.**
Because it's your incredible generosity that makes their work possible.

RG survey



Will you take a few minutes to share your thoughts?

© Design by Tone Studio

1 You know how we spend our time at the beach; I'd love to know how you like spending time at your favourite WA beach (feel free to tell me more in the space below)

- I've been compared to a fish - I'll stay in the water as long as possible
- When the surf is good, I'm catching some waves
- I tend to stay on the sand - but I might dip my toes in the water when it gets too hot
- I cover up and stay in the shade - I'm the SunSmart poster child
- I don't visit the beach anymore - but I have great memories
- Other. My favourite beach and/or beach activity is: **LANCELIN BAY BEACH, WEDGE ISLAND**

2 What best describes your motivation to support SLSWA? (please tick all that apply)

- I love spending time at West Aussie beaches and want to feel safe
- I appreciate the volunteers who protect me and my loved ones along our magnificent coast
- I have been saved by a surf lifesaver
- A loved one has been saved by a surf lifesaver
- I'm a member (or past member) of a surf lifesaving club. My club is/was:
- A member of my family is (or was in the past) a volunteer surf lifesaver. Their club is/was:
- I have lost a loved one to the sea
- I have another reason:

3 What area of our lifesaving work most interests you? (please tick all that apply)

- The training of volunteer surf lifesavers to keep me and my loved ones safe in the surf
- Providing equipment that surf lifesavers need to save lives while on patrol
- First aid courses that SLSWA runs for the community to give West Aussies lifesaving knowledge
- School and children's programs that teach kids how to stay safe in and around the ocean
- The Nippers program that builds confidence and provides a strong foundation of knowledge and skills in the beach environment
- New technology innovations that are implemented to save lives
- Another area of interest to me is:

4 Is there anything else you'd like to share with me or our volunteer surf lifesavers? Or anything you would like to know about Surf Life Saving WA?

- No thank you
- Yes: **WATCHED 2 LIFESAVERS RESCUE ABOUT 20 PEOPLE IN ONE HOUR AT MARLBOROUGH MOUTH. INSPIRATIONAL!**

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- Other. My favourite beach and/or beach activity is: **DALE BEACH**

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- Another area of interest to me is:

4 Is there anything else you'd like to share with me or our volunteer surf lifesavers? Or anything you would like to know about Surf Life Saving WA?

- No thank you
- Yes: **Surf Lifesaving is a proud & very important Australian institution which should be more appreciated & protected.**

1 You know how we spend our time at the beach; I'd love to know how you like spending time at your favourite WA beach (feel free to tell me more in the space below)

- I've been compared to a fish - I'll stay in the water as long as possible
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- I don't visit the beach anymore - but I have great memories
- Other. My favourite beach and/or beach activity is: **PORT BEACH**

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- Another area of interest to me is:

4 Is there anything else you'd like to share with me or our volunteer surf lifesavers? Or anything you would like to know about Surf Life Saving WA?

- No thank you
- Yes: **Keep up the good work. Thank you.**

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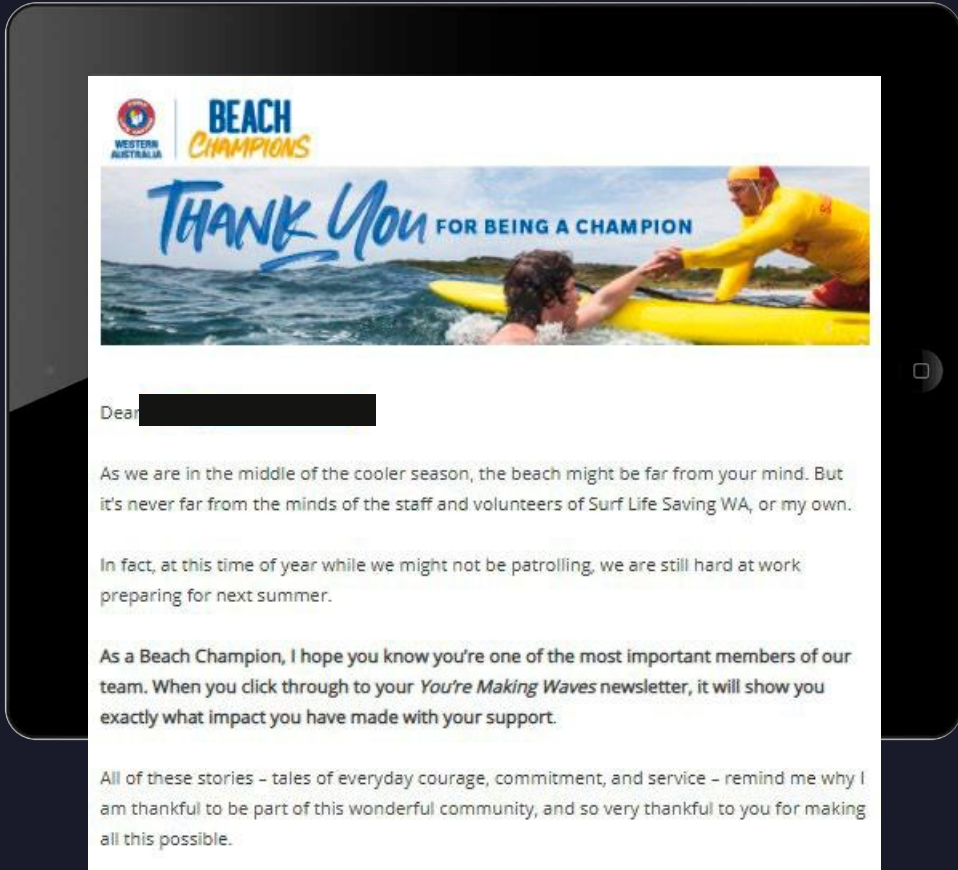
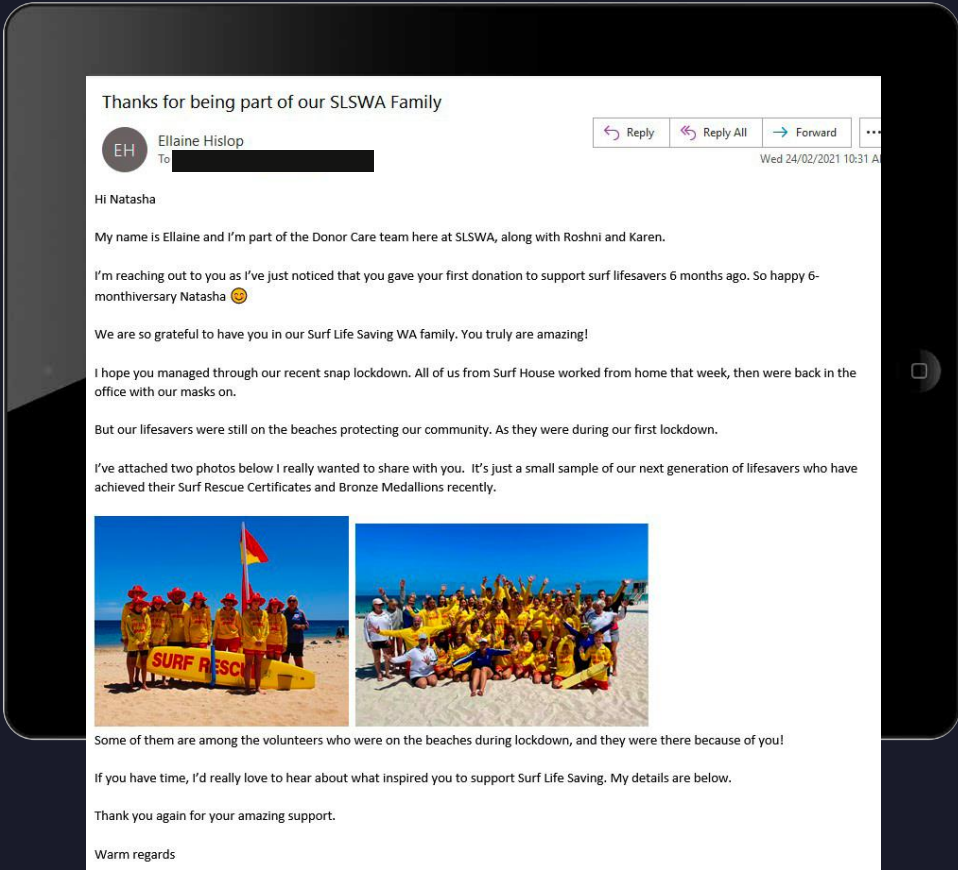
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- A loved one has been saved by a surf lifesaver
- I'm a member (or past member) of a surf lifesaving club. My club is/was:
- A member of my family is (or was in the past) a volunteer surf lifesaver. Their club is/was: **SARDIS BEACH**
- I have lost a loved one to the sea
- I have another reason:

3 What area of our lifesaving work most interests you? (please tick all that apply)

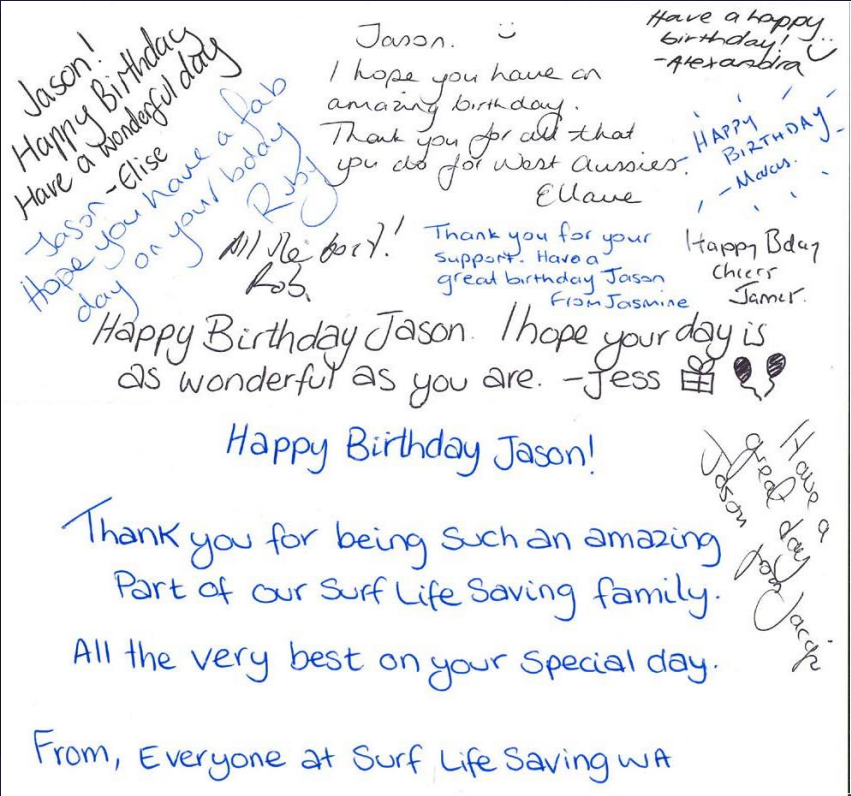
- The training of volunteer surf lifesavers to keep me and my loved ones safe in the surf
- Providing equipment that surf lifesavers need to save lives while on patrol
- First aid courses that SLSWA runs for the community to give West Aussies lifesaving knowledge
- School and children's programs that teach kids how to stay safe in and around the ocean
- The Nippers program that builds confidence and provides a strong foundation of knowledge and skills in the beach environment
- New technology innovations that are implemented to save lives
- Another area of interest to me is:

4 Is there anything else you'd like to share with me or our volunteer surf lifesavers? Or anything you would like to know about Surf Life Saving WA?

- No thank you
- Yes: **I AM MOST IMPRESSED WITH THE LOVE AND FUN ENJOYED BY ALL THE BRAVE SURF LIFE SAVERS WHO WORK TIRELESSLY TO KEEP EVERYONE AT THE BEACH SAFE**



Surprise & delight



QUESTIONS?

Get in touch

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